

# The CEO Agenda to Safeguard Corporate Strategy

18/09/2025 A structured approach for success in turbulent times.

Uneasy rests the head that wears the crown: What was true in Shakespearean times may very well be said about today's business world. CEOs are navigating through a terrain that is more volatile, complex, and unpredictable than ever before. Inflation persists across global markets, geopolitical tensions loom, and technological disruption – especially through artificial intelligence – is accelerating at a pace that challenges even the most agile organizations. These forces are not just shaping industries; they are redefining the very foundations of competitive advantages.

Amidst this turbulent environment, top decision makers are expected to steer their company through these rough waters. And what's more: it is not a storm that will blow over. This all-engulfing turmoil is here to stay. If CEOs are to succeed, they need to secure basic business KPIs, while anticipating future developments to set the tracks for strategic transformations. And if such decision-making wasn't complex enough, CEOs need to convince stakeholders of their intentions and motivate their workforce to translate strategic goals into day-to-day business.

Read the whole article: The CEO Agenda to Safeguard Corporate Strategy

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